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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky et. al.

Serial No.: 10/700,837

RCE Filed: January 11, 2006  
Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR  
SELLING ADVERTISING

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

PRELIMINARY AMENDMENT AND REMARKS

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action dated October 3, 2007 and accompanying the attached Request for Continued Examination, please enter the following amendment and consider the following remarks: